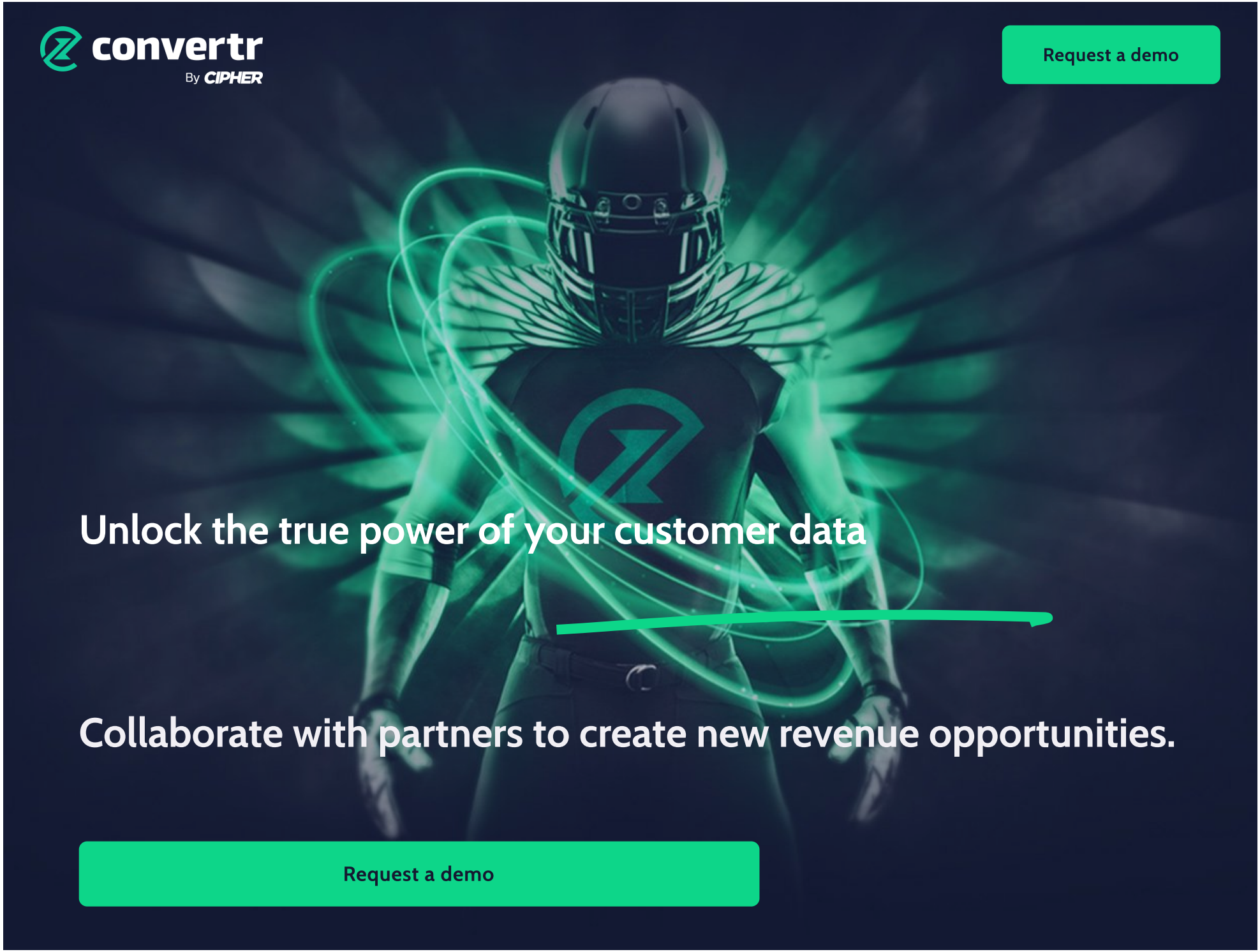
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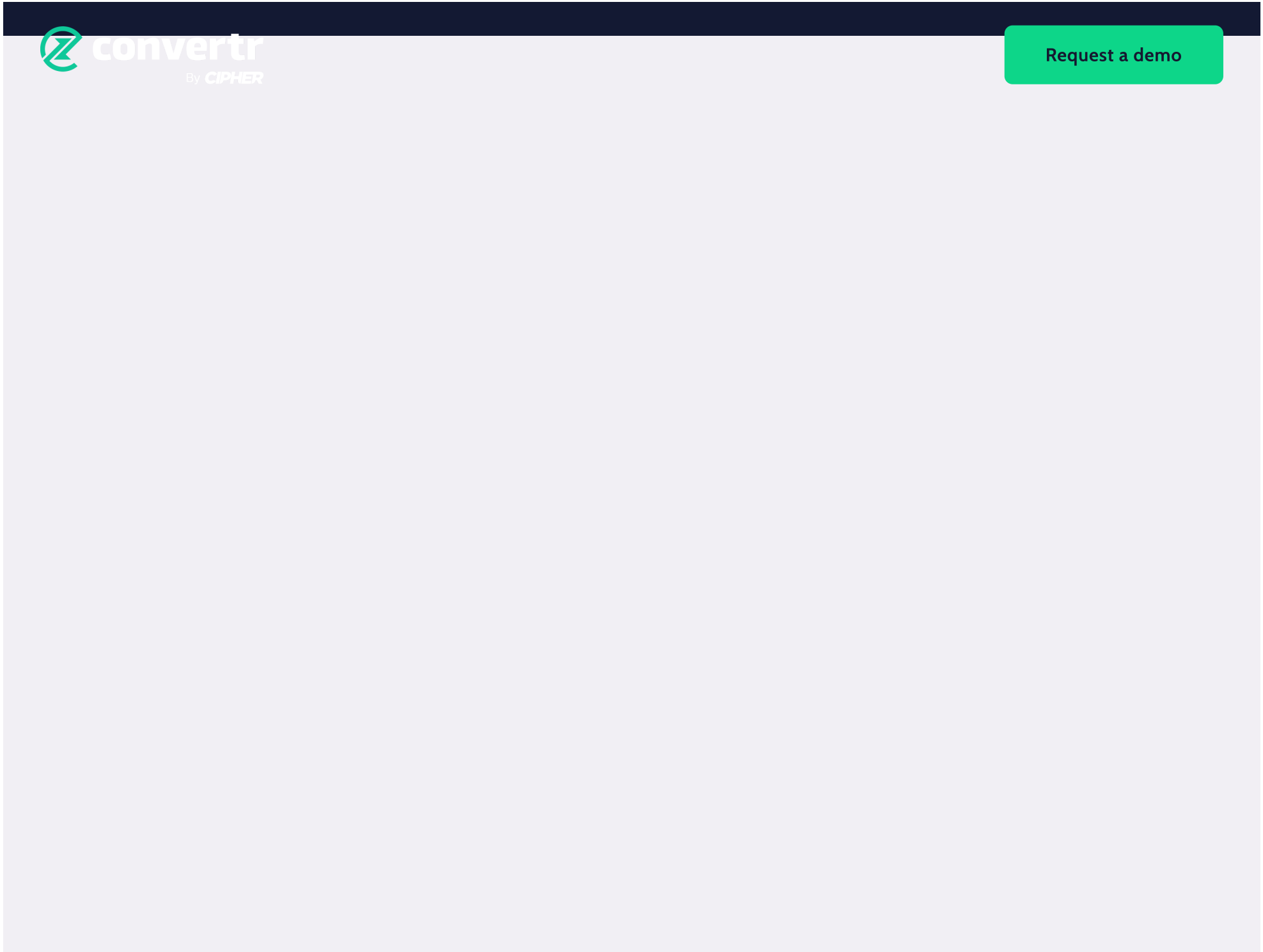
Unlock the true power of your customer data
Collaborate with partners to create new revenue opportunities.
Request a demo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The gaming industry's new must-have marketing platform.

Convertr uses proprietary encryption technology that allows two parties to securely, and independently, upload, match and drive insights from customer databases.

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Instant collaboration

Upload data

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Two parties securely upload their data to the Convertr platform, while remaining totally independent of one another. The other party has no visibility over your database.

Unlock insights

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Explore insights derived from matched customers to identify targeting opportunities.

New revenue

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Unlock greater value from media partnerships or create new ways to work with operator partners.

An air-tight data collaboration tool

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International Information Security Standards

Security and Compliance is central to ***everything*** we do.

Convertr is developed with **IXUP** technology which continues to comply with international information security standards, such as ISO 27001 and SOC 2, Type II.

To gain these certifications, IXUP was required to implement a robust security risk management program to help minimize risk of security breaches and continuously improve its overall security posture and business processes. Extensive measures are also in place to prevent unauthorized access to private information, internal systems and networks.

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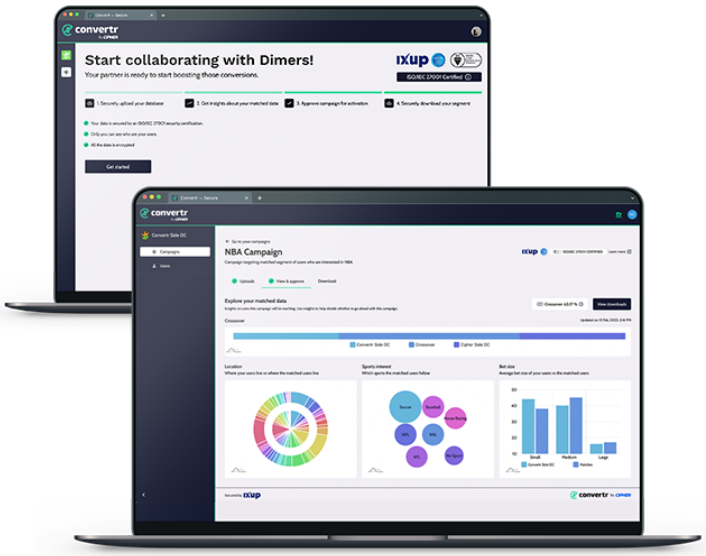

Enter a creative, new world of data collaboration possibilities.

Enrich your customer database to improve segmentation

Optimize marketing campaigns with targeted messaging

Developing new customer retention strategies

Re-engage previously dormant customers

We're ready to show you through the platform!

Request a demo

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Convertr is a product of Cipher Sports Technology Group

Cipher creates true value for partners and sports bettors, increasing trust, engagement, retention and turnover through cutting-edge opportunities and integrations.

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